

# SELLING Points

Lottery Retailer Newsletter | October 2017 Vol. 18, No. 4



[sceducationlottery.com](http://sceducationlottery.com)

# ROTTEN FUN.

**amc** THE **WALKING DEAD**  
**INSTANT TICKET GAME**

BASED ON  
**THE HIT**  
**amc**  
TV SERIES

The Walking Dead © 2017 AMC Film Holdings LLC.  
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**18+**

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

 **South Carolina  
Education  
Lottery®**

P.O. BOX 11949 • COLUMBIA, SC • 29211-1949



# Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

**Contact Information**

**Ticket Orders:** 1-866-737-7235 (Option 1)

**Stolen/Missing Tickets:** 1-866-269-5668

**Intralot Help Desk:** 1-877-500-5202

**Customer Information:** 1-866-736-9819

**Winning Numbers Line:** 1-803-734-4966 (IWON)


**Licensing Information:** 1-866-737-7235 (Option 4)

**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:

**www.sceducationlottery.com**

Please Play Responsibly!  
www.PlayResponsiblySC.com





## THE WALKING DEAD® Scratch-off, It’s Infectious!

By Leila Wilson & Lauren Leviner, Product Specialists

**PLAY DEAD! THE WALKING DEAD®** \$2 instant ticket is on sale now, and you will want to scratch them before they scratch you.

Choose from one of five ticket scenes for your chance to win up to \$20,000 and enter the second-chance promotion for a chance to win a trip to L.A. for you and three friends, plus \$5,000 cash!

**Entry Date:** To be determined but no sooner than thirty (30) days after the last day to sell **THE WALKING DEAD®** (Game SC-948) instant ticket.

### Prize Includes:

- Airfare for winner and three (3) travel companions from any U.S. International Airport to LAX or Burbank airport in California;
- Hotel accommodations for four (4) nights;
- Ground transportation for winner and guests in a private sedan from the airport to the destination hotel and from the hotel returning to the airport;

- Four (4) VIP tickets to Universal Studios Hollywood; and
- \$5,000 will be mailed to the winner approximately two (2) weeks prior to their date of departure.

### Entry Details:

To be eligible to enter the **Lottery’s THE WALKING DEAD® Second-Chance Promotion**, you must be at least 18 years of age and submit a “qualified entry” via the Internet at [sceducationlottery.com](http://sceducationlottery.com) for your chance to win. A qualified entry consists of one non-winning **THE WALKING DEAD®** instant ticket. One entry allowed per ticket. Visit [sceducationlottery.com](http://sceducationlottery.com) for information on how to enter, draw date, complete game rules and promotion details.

THE WALKING DEAD © 2017 AMC Film Holdings LLC. All Rights Reserved. This Promotion is in no way sponsored, endorsed or administered by, or associated with AMC FILM HOLDINGS LLC.

## Coming Soon, Fall for a NEW Mega Millions®

By Julie Huffman, Beneficiary Communications Coordinator

Everyone loves a jackpot. Especially when that jackpot is HUGE!

Enhancements are coming to Mega Millions® designed to encourage jackpot growth, and with them come an increase in ticket price to \$2.

Starting on Saturday, October 28, 2017, Mega Millions® will release a brand new and improved version of the game. Get ready to share the news with your customers!

Mega Millions® starting jackpot will now increase from \$15 million to \$40 million!

The impressive \$1 million second tier prize will be retained but with even BETTER ODDS!

Megaplier is also improving the chance of hitting the 3x, 4x, and 5x multipliers, and will remain a \$1.

We look forward to experiencing the relaunch of Mega Millions® with our retailers and customers. Let’s watch those jackpots roll!



## Rake Up a TAXES PAID Win on These Scratch-offs

By Leila Wilson & Lauren Leviner, Product Specialists

Play the new **TAXES PAID** instant tickets, launching on Tuesday, October 31. This group of tickets really packs a punch with top prizes ranging from \$5,000 to \$250,000 TAXES PAID.



## SPOTLIGHT

# Krishna

By Julie Adams, Coastal MSR

**Krishna of Summerville** is a remarkable lottery retailer focused on player engagement. Although they have only been a retailer since 2015, Krishna certainly hit the ground running and has seen a tremendous success selling Lottery as a result.

Owner Sumit Patel, better known as Sam, is the man. He is the master of player engagement. He takes pride in displaying and selling our product, and he utilizes our excellent coastal promotions coordinator Wendrah McCoy by initiating and conducting second-chance drawings and wheel spins at his location.

Just this past year, he caused quite a commotion when he set up a second-chance drawing for not just one prize but three! His players are committed to him not only for his generosity with promotions but for his knowledge of our products. Have any questions about how a game is played or what you can potentially win? Sam has the answer. He is backed up by an excellent team who are all in it for his players to win it!



Sumit Patel at Krishna knows how to get his customers excited about playing the Lottery! Communication and knowledge mixed with fun are his winning combination.

## New Games

Scheduled to launch Tues., October 3:



Scheduled to launch Tues., October 31:



## Ticket Alerts

### LAST DAY TO SELL

Wed., October 4: Crossword (#884)  
Wed., October 11: Lucky Loot (#882)  
Wed., October 25: My Million Dollar Series (#912) & Queen of Green (#918)

### LAST DAY TO RETURN

Mon., October 2: Jr. Jumbo Bucks (#866)  
Fri., October 6: Cash Blowout (#899) & Super 7 11 21 (#930)  
Fri., October 20: Win Big (#904)  
Fri., October 27: Double Diamond Extra Play (#931)

### LAST DAY TO REDEEM

Tues., October 3: Crossword Express (#920) & Tic Tac Times (#928)  
Tues., October 10: \$125 Grand (#914)  
Tues., October 31: \$20,000 Money Bag (#873) & It Takes 2 (#935)

- Dates Current as of 8/31/2017.

Launch dates and tickets are subject to change.  
Artwork shown is not necessarily representative of final product.

**HOLIDAY CLOSING: Thurs. and Fri., November 23 & 24, 2017** - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 22 will be delivered on Fri., November 24.